

LMI ADVISORY GROUP
Thursday, September 23, 2004
Meeting Minutes

**PLEASE SEND ANY CORRECTIONS TO
BONNIE GRAYBILL BY NOVEMBER 22, 2004, THANKS.**

Attendees:

Nelson Anthoine, Private Industry Council North Central Counties	Beverly Odom, California Workforce Investment Board
Stacey Baker, Marketing and Constituent Services	Don Perry, California Labor Agency
Murray Haberman, California Postsecondary Education Commission	Mario Sagastine, Center for Economic Development, Chico
Marla Harper, EDD Job Service Division	Stacy Wilson, California Postsecondary Education Commission
David Illig, California Workforce Investment Board	Chuck Wiseley, California Community Colleges Chancellor's Office
Sandy Kirschenmann, Los Rios Community College District	Kevin Woolfork, California Postsecondary Education Commission
Jerry Nolan, EDD Information Technology Branch	Charlotte Yee, Department of Labor, Bureau of Labor Statistics

Labor Market Information Division Attendees

Diana Bunac	Fran Mason	Quentin Turner
Nancy Gemignani	Fran Styron	Paul Wessen
Bonnie Graybill	Tim Taormina	Spencer Wong

Facilitator: Bonnie Graybill

Recorder: Diana Bunac and Fran Mason

Welcome: Meeting called to order at 9:15 a.m. Bonnie Graybill welcomed and thanked everyone for being here. She announced the Advisory Group has permission to meet quarterly again. She apologized for starting late. Some members had indicated they would attend, but had not yet arrived.

Welcome from Acting Division Chief: Tim Taormina welcomed everyone. He indicated we had a bumpy ride for a while due to a Governor's Executive Order that restricted the meeting schedule to annual instead of quarterly. We are starting to see changes for the better.

Review of March 18, 2004 Minutes: No comments or changes were suggested.

Update of the Changes on the Agenda: Revised Agenda. Added an Item after Fran Styron's presentation. Murray Haberman from CPEC will talk about a proposed higher education Study.

Occupational Information

Fran Styron, Labor Market Information Division
Local Occupation Information Group (LOIG) formerly California Cooperative Occupational Information System (CCOIS).

Brendan Kelly, the Group Manager, retired and Fran Styron is the Acting Manager. She will present the LOIG's new prototype that provides Web-based occupational information.

The CCOIS program needed to regroup when half the program's funding was cut and redirected by the legislature. As an alternative, we developed a Web-based model to provide occupational information for selected occupations at the local level. Fran distributed two handouts: 1) List of 25 occupations, and 2) List of 32 geographic areas. The LOIG plans to survey groups of six or seven occupations at a time during the year. When all 25 occupations for the 32 local areas are complete, 800 reports will be posted to the LaborMarketInfo Web page. The local workforce investment areas (LWIAs) will select the next group of 25 occupations. Also, when the first set of 25 occupational reports are completed, the LOIG will prepare and send to each LWIA a complete set of occupations for their area.

The prototype Fran demonstrated will serve as the model for the individual occupational reports for local areas. The reports will contain a compilation of data obtained by surveying employers and from existing LMID and BLS datasets, such as OES wages and staffing patterns, industry and occupational projections, O*NET occupational detail, and the Occupational Outlook Handbook. The prototype contains numerous links that will take users to other Web pages for additional comprehensive information.

To obtain usability comments and suggestions, the LOIG staff are demonstrating this prototype to a number of constituent and customer groups, including local workforce investment area personnel; counselors and job seekers in one-stops centers; community college counselors and students; and high school counselors and students.

The occupational reports will include a series of seven screens displaying information about:

- Job description,
- Working conditions,
- Tasks
- Wage and benefits
- Training and Experience - Indicates training programs available and if a license or certification is needed. Included is a link directly to the list of schools and training providers in California (California Training Education Providers – CTEP). If licensing or certification is required a link will be provided to the appropriate agency's web page. Also shown is the amount of experience required as reported by employers
- Skills, Abilities, Knowledge needed - The top five in each category are shown with a brief description. If users desire more information, they can float their cursor over the brief description and bubble text will appear to give the full description. A link to O*NET is included for more detail.
- Job Outlook - Summarizes the current employment for the occupation in this county based on local long-term projections (2001-2008). Also shown is the number of annual job openings resulting from separations and the creation of new jobs, as well as employer expectations for growth or decline in hiring over the next 12 months.
- Supply and Demand – Employer difficulty finding qualified experienced and inexperienced applicants. A Web link that takes you to the America Job Bank's

Website. There is also a link for America's Service Locator to find the closest one-stop center.

- Information on Career Options – Occupations that have the same grouping of skills/knowledge/abilities. The occupations are ranked by the level of training or education required and each occupation includes the statewide average wages.

Suggestions:

- Include a statement about the difficulty of getting into certain training/education programs, the rigorous pre-requisites, etc., especially for Registered Nurses.
- Increase the size of the font for wages.
- Include the year that the data represents.
- Site the sources of data for all sections.
- Change the picture of the old telephone for something more modern.

CPEC Study on the Nexus between Higher Education and Work Force Development

Murray Haberman, Executive Director, California Post Secondary Education Commission

Mr. Haberman noted that he had presented to the Advisory Committee a California Postsecondary Education Commission (CPEC) sponsored study of the Community College nursing program at a previous meeting.

He noted that CPEC is going through restructuring due to budget reductions and California Performance Review (CPR) recommendations. He noted that CPEC staff were reduced from 45 positions to 20. CPEC plans to continue to add value, and is proposing to sponsor a study regarding the nexus between postsecondary education and workforce preparation. Mr. Haberman stated that he believed that the Community Colleges were able to move more quickly to adapt programs to immediate workforce needs. In contrast, he note that it can take many years before four-year colleges can develop and provide academic programs, in large part because of their extensive approval process. Some programs can be under consideration for ten years. By the time they are approved, the labor market needs might have changed.

The CPEC's proposed study would determine how the postsecondary education system could become more current and effective in responding to workforce development needs. The Commission would like to begin with an advisory committee (business, labor, governmental leaders, policymakers, and representatives from the education community) to provide advise and direction for conducting a study. The CPEC is seeking good ideas and approaches.

A philosophical discussion ensued, over the question of whether higher education was intended to meet economic workforce needs, or to teach people how to learn once they move into a work environment.

Mr. Haberman added that the proposed study was to challenge the systems - Community colleges and four-year colleges. He noted that the State needed to look at what would be the most effective system to educate people and to prepare them for the workforce as quickly as possible.

He asked for suggestions for good researchers interested in partnering on this study, particularly those who might bring their own funding.

Economic Update

Paul Wessen, Current Economic Statistics Group

Paul noted that the economy was experiencing slow growth in both the state and the nation. Indicators aren't consistent. Some of the down sides risks are consumer-led recession, consumer fatigue, and flat to no wage increases.

Currently the unemployment rate is at 5.8 percent, the lowest it has been since 2001. There is some growth in civilian employment. Unemployment is coming down.

People not actively looking for work are not included in unemployment rate (students, people caring for others, etc.).

From its peak in March 2001, nonfarm employment in California declined steadily until reaching its trough in July 2003. Things have improved in the last 13 months, with 137,000 jobs gained. Employment is not near the levels before recession (during the high tech boom) – but has improved.

One member asked how accurate are the numbers? Paul replied that you don't watch the numbers per se. Numbers are often adjusted from month to month (usually within a couple of percentage points). Better to look at trends.

The strongest industries at this point are professional/business services, largely reflecting employment in temporary help agencies.

Construction, and Educational and Health Services are showing some growth. Government is the weak spot – reflecting budget cuts, mostly in local government.

Temporary help growth: Typically this reflects the fact that employers are hiring temporary workers instead of hiring full-time. Temps are cheaper, easier to let go, and give business a test period to see if their growth is strong enough to support permanent hires.

Manufacturing is turning around, seems to have bottomed out, and is starting to grow. The industry lost 350,000 jobs before it turned around. The last several months showed growth.

The High tech industry is beginning to turn around. From December 2000 through August 2004, twelve percent of all jobs in the Bay Area were lost (not seasonally adjusted data), but Bay Area employment appears to have bottomed out and is improving.

Questions about the source of these economic data: There are two sources of employment data:

1. Current Population Survey - Survey of 5,000 households statewide (work for one hour, considered actively looking for work). This describes workers in the labor force.
2. Current Employment Statistics Industry survey - monthly survey of 40,000 firms. This describes how many jobs are in the labor market.

Budget Update – LMI and related

Tim Taormina, Division Chief, LMID

It has been a challenging year. The LMID suffered funding cuts, lost positions, and had staff redirected to other programs in the EDD. Whereas we used to have about 300 staff, now have 230. As a result, we have staffing deficiencies in some areas. The good news is that the BLS program funding in general has increased. However, we cannot redirect the BLS funding to any other programs that are short of funds.

The freeze was difficult; we were not able to fill vacancies. Now that the freeze lifted, we are processing papers to fill some positions where we have funds to do that. One of our fund sources is the Workforce Information Grant, an ETA grant. The ETA requires endorsement of the grant plan by the State Workforce Investment Board. We are making a presentation at their meeting next week in San Jose.

LUNCH – Noon – 1 p.m.

Website Update & Demo www.labormarketinfo.edd.ca.gov

Nancy Gemignani, Labor Market Information Group

Nancy provided an overview of the newly released *LaborMarketInfo* Website. The LMID is in the process of transitioning from CALMIS (the previous Website) to the new Website. CALMIS will continue to be available in tandem with the new Site until we get all the information transferred, and customers have made their own transitions. One difference between the two Sites is that while CALMIS was very deep, this Website is shallow. One doesn't have to click through a series of screens to find the data one needs. Nancy asked for help and comments to improve our menus and Website. We created customer specific portal pages to help limit information overload. If there is additional information needed, please let us know. Nancy demonstrated several areas and tools that will help you navigate through the Website. She also showed how to cut and paste a large data file into an Excel file so that you can create your own reports and graphs. One can create on-line graphs for some data files in the data library. (When planning to copy a graph into a document, be sure to select the GIF option.)

Nancy demonstrated the Local Area Profile and the Occupational Profile, features that bring all the data on an area or occupation together in one report. She also showed the data library to facilitate easy download of data files. Nancy also demonstrated the "My LMInfo" page. One can create one's own page, save search results and have new information automatically updated. However, you will need to register and login to make use of this feature.

The LMID partnered with 22 other state LMI programs to build this site, save costs and provide a consistent look and feel to LMI customers in States across the nation.

Please email Nancy with any suggestions/changes at lmid.ngemignani@edd.ca.gov.

CWIB Update

Beverly Odom, California Workforce Investment Board

Beverly Odom gave an update on the California Workforce Investment Board activities.

1. The California Workforce Investment Board will be holding a public meeting on September 29, 2004 in San Jose. An agenda is available on their Website at www.calwia.org.
2. California's Workforce Investment Act (WIA) Title 1-B Annual Report - This year's Annual Report concentrates on three priorities:
 - High-skilled, high-wage growth industries;
 - Sectors and industries with statewide needs; and
 - Populations with particular needs related to training for or succeeding in the labor market.

The Annual Report is due to the Department of Labor on October 1, 2004.

3. Local Workforce Investment Board Recertification - The WIA provides that the Governor certify one local board for each Local Workforce Investment Area once every two years. All 50 Local Boards in California are up for recertification. Local Boards must meet certain membership criteria and at least 80 percent of most performance measure levels. State Board staff has recommended the Board approve recertification of all 50 existing Local Boards.
4. Local Area Boundary Modifications Criteria - The State Board received a request from a Local Board to modify its Local Area to add an adjacent city that resides in another Local Area. The WIA does not provide guidelines to address this issue. The State Board convened a workgroup to identify and develop a process and will meet in late October.
5. WIA Evaluation - The WIA requires each state, in coordination with Local Boards, to conduct ongoing evaluation studies of workforce investment activities. The State Board and the EDD have contracted with a research team from the UC Davis to conduct the required evaluation. The evaluation team will focus on:
 - Local Area case studies;
 - Local Board and One-Stop surveys;
 - State-level implementation; and
 - Synthesizing the findings of administrative data analysis in a final report.

Progress reports will be made at regular intervals with the final report expected in April 2006.

6. State Youth Council – The State Board established the State Youth Council to provide leadership for youth development in California. The Council continues development of a Comprehensive California Youth Plan that includes:
 - Youth Council Institute
 - High Concentrations of WIA Eligible Youth Work Group
 - Foster Youth Taskforce Work Group

- Improving Transition Outcomes Project for Youth with Disabilities

The next State Youth Council meeting is scheduled for October 27, 2004.

7. California Regional Economies Project – Funded by the California Workforce Investment Board, under the auspices of a partnership with the California Economic Strategy Panel. The project intends to provide critical information about dynamic changes taking place in the State's regional economies and labor markets. Project staff has conducted nine regional forums between November 2003 and May 2004. The Project staff are completing a series of reports and monographs which will be available on the Website by late October.
8. California's 2004-05 Workforce Information Grant Plan – The Employment and Training Administration (ETA) has required the grant proposal be agreed to and signed off by the EDD Director and the California Workforce Investment Board Chair. The LMID and State Board staff met over the past two months to develop the proposal for review and approval. The LMID submitted the grant package to the ETA on September 1, 2004. The ETA has 30 days to review and approve.

Bonnie Graybill will present an overview of the Workforce Information Grant.

Workforce Information Grant Update

Bonnie Graybill, Labor Market Information Division

Bonnie handed out a summary of the Workforce Information Grant (WIG) Plan totaling just under \$2.9 million. The LMID has received this grant from the ETA since 1995, and has used it to support infrastructure, customer service and new product development. The WIG Plan focuses on six core products:

1. Continue to populate the ALMIS database;
2. Produce and disseminate industry and occupational employment projections;
3. Provide occupational and career information products for public use;
4. Ensure that workforce information and support required by state and local workforce investment boards are provided;
 - A. Provide Public Information Services;
 - B. Coordinate customer outreach and marketing;
 - C. Conduct Original Labor Market Research;
 - D. Collect and deliver agricultural employment data;
 - E. Produce maps for One-Stop decision makers;
 - F. Produce small county industry employment data;
5. Maintain and enhance electronic state workforce information delivery system.
6. Support state workforce information training activities.

New Membership?

Bonnie Graybill, Labor Market Information Division

Bonnie asked the group to suggest additional membership to join the LMI Advisory Group, to insure we have the full range of customers represented. We will invite them with a letter from Tim Taormina or the Director. Looking for individuals who can represent their fields. Advisory group suggestions included:

• Job Seekers	• Employers
• Community	• Local Boards
• Economic Development Committees	• High School Career Counselors
• Education	• CSUS Extension
• Charter Schools	• Private Schools – the school itself, not the association
• California Employer Advisory Council	

It was also suggested to have guest attendees, depending upon the topics on the agenda. And representing job seekers, perhaps feature someone with a success story - possibly a High School student. Please email Bonnie Graybill with additional suggestions and/or names.

Input on next Occupational Study

Bonnie Graybill, Labor Market Information Division

This year's occupational study will be in the Manufacturing industry, based upon input from the California Workforce Investment Board staff and the Economic Strategy Panel. The California Regional Economies Project has identified manufacturing as a High Growth industry. The growing areas within Manufacturing are in the fields of design and logistics. As we did with our Health Care and Biotechnology studies, we will review industry data as well as occupations. Our focus is on producing a product that supports recruitment and training in the field. Please send any suggestions to Bonnie Graybill or Janet Peters.

Meeting Evaluation

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Facilitator did a good job	Late start
Refreshments	Structure Agenda by Topics/Theme
	Meeting Start Time

The LMID is now posting meeting handouts on the Web along with the minutes at www.calmis.ca.gov/file/Advisory-Group/Advisory-Group.htm

Next Meeting: December 2, 2004, 9:00 a.m. hospitality, 9:30 a.m. start meeting.

Agenda:

Input on the Labor Market Info Website
Regional Economies Project
Statewide Projections
Research Update – New joint project with Census Bureau on mapping worker and commute flows